



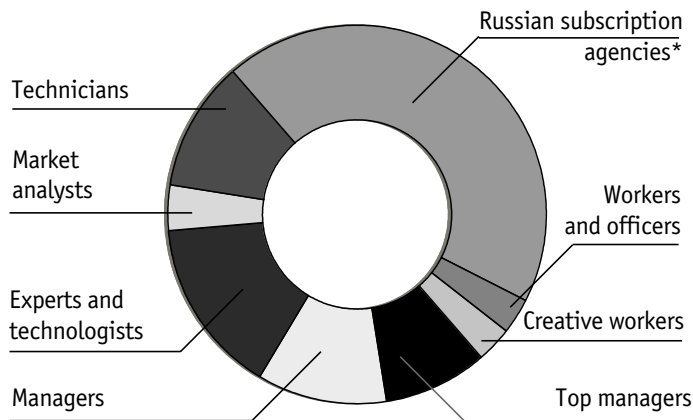
KURSIV MAGAZINE

Readership

The readership of Kursiv magazine consists of top managers of printing houses, printing engineers, publishers, graphic designers and computer experts. They are working at printing, prepress and repro houses, design studios and advertising agencies. The readers of Kursiv produce books, magazines, commercial and advertising issues. A lot of them strive to increase their professional level.

Readership occupations (and the quantity of readers of one magazine copy)

Company top managers	9%	(1,2)
Managers	11%	(1,8)
Experts and technologists	15%	(2,5)
Market analysts	4%	(1,7)
Technicians	11%	(2,1)
Creative workers	3%	(1,8)
Workers and officers	3%	(1,8)
Subscription agencies	44%*	



Readers by occupation

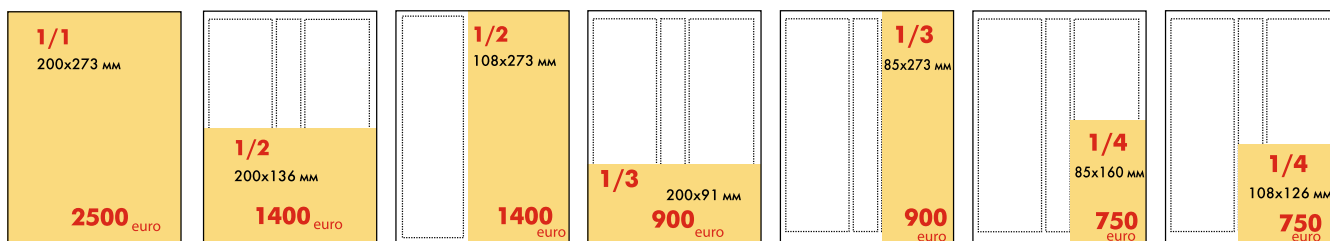
* Do not represent real names, addresses and occupations of subscribers

Schedule of issuing

KURSIV magazine is bi-monthly publication (6 issues a year). Many of the issues are devoted to main Russian printing and publishing industries exhibitions and distributed at these shows — additionally to usual ways of distribution.

Issuing: # 1 — February • # 2 — April • # 3 — June • # 4 — August • # 5 — October • # 6 — December

Advertising in Kursiv magazine



2nd and 3rd cover pages — 3000 euro, 4th cover page — 3500 euro

Discount up to 20% for multiple advertising

Kursiv magazine contacts:

News, editorial etc.
Testing, experiments etc.
Advertising
Phone/fax:

Marina Belyaeva - marina@kursiv.ru
Grigory Sapunkov - grigori@kursiv.ru
Elena Maslova - elena@kursiv.ru
+7 495 617 66 52



FORMAT MAGAZINE

Format distribution

FORMAT is distributed free of charge by direct mailing to the print buyers and the customers of printing houses in Moscow and St. Petersburg regions. Special database consists of more than 6,000 recipients. The magazine is distributed also at main printing exhibitions in Russia.

Company types

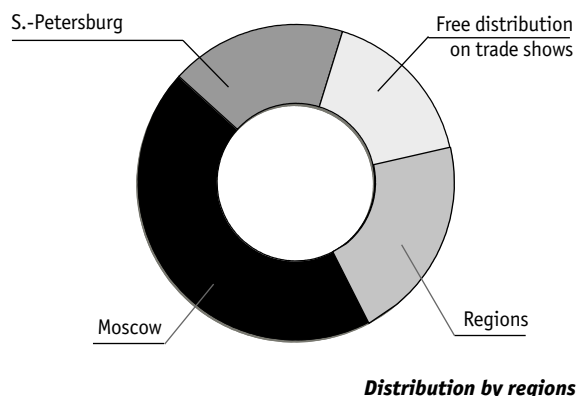
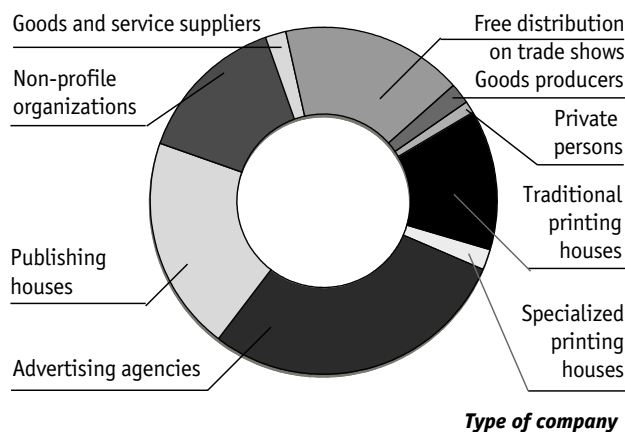
Traditional printing houses	13%
Advertising agencies	29%
Publishing houses	20%
Companies of other industrial branches	14%
Consumer goods and service suppliers	2%
Consumer goods producers	2%
Private persons	1%
Free distribution trade shows	17%

Readers by occupation

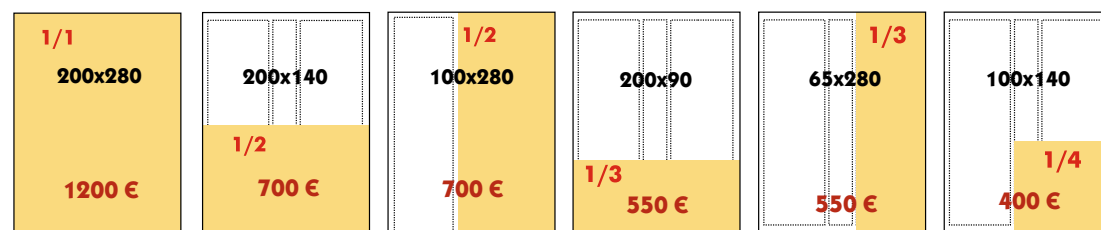
Company top managers	40%
Managers	27%
Creative workers	16%
Free distribution at the trade shows	17%

Distribution by regions

Moscow and the region	65%
S.-Petersburg and the region	18%
Free distribution on trade shows	17%



Advertising in Format magazine



For advertising on cover pages please call. Advertising inserts available.

Format magazine contacts:

News, editorial etc.
Advertising
Phone/fax:

Natalia Shlykova - editor@kursiv.ru
Elena Maslova - elena@kursiv.ru
+7 495 617 66 52



FLEXO PLUS/PACKAGING Int.

Readership

The readership of Flexo Plus/Packaging International magazine consists of top managers, technical experts and marketing personnel of almost all Russian and CIS label and package printing companies — as well as experts involved in equipment and materials supplying business.

Schedule of issuing

Flexo Plus/Packaging International magazine is bi-monthly publication (6 issues a year). Some issues are devoted to main Russian label and packaging exhibitions and distributed at these shows — additionally to usual ways of distribution.

Issuing:

- # 1 — February**
- # 2 — April**
- # 3 — June**
- # 4 — August**
- # 5 — October**
- # 6 — December**

Advertising in Flexo Plus magazine

Spread 410x290 mm 3000 €	1/1 205x290 mm 2200 €	1/2 205x145 mm 1300 €	1/2 105x290 mm 1300 €	1/3 75x290 mm 950 €	1/4 116x126 mm 750 €	1/6 116x90 mm 640 €
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2nd and 3rd cover pages — 3000 €, 4th cover page — 3400 €

Discount up to 20% for multiple advertising

Flexo Plus contacts:

Chief Editor	Nina Shapinova	- nina@kursiv.ru
News, editorial etc.	Alexandra Kulikova	- sasha@kursiv.ru
Advertising	Elena Maslova	- elena@kursiv.ru
Phone/fax:	+7 495 617 66 52	